The Collegian

SAINT MARY'S COLLEGE

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SAINT MARY'S MUST BUILD NEW COLLEGE

Necessity Demands Abandonment of "Old Brick Pile" for Foothill Site

NECESSITY speaks: "Saint Mary's College must build."

For sixty-two years Saint Mary's College has received substantially all of her support from the mere nominal fees of her students.

The West has progressed. Built for 250 students, old Saint Mary's College, Broadway and Hawthorne street, Oakland, fails to meet the needs of the 800 students and the scores of others who turn to the Brothers of the Christian Schools for their education. The "old brick pile is worn out."

Saint Mary's has no choice. Necessity ordains that Saint Mary's build a new collegiate home. Attuning itself in the march of progress, this great institution of higher education has adopted plans which will provide her with a beautiful collegiate home and enable her to develop into one of the great universities of the nation.

Salient features in the new St. Mary's program follow:

1. Recent purchase of a tract of 255 acres of picturesque hill land facing Foothill boulevard and looking over East Oakland and San Francisco bay.
2. Adoption of plans for the construction of a $3,000,000 collegiate home consisting of thirteen magnificent buildings.
3. Adoption of tentative plans to conduct a statewide campaign to raise a fund of $1,500,000 for building purposes.
4. Adoption of tentative plans to sell the old site to obtain funds with which to complete the building plans.

Serving one of the finest collegiate examples of the devotion of an alumni to their alma mater, the Alumni Association in a historic meeting at Sacred Heart College on the night of September 29, adopted resolutions expressing appreciation to the Archbishop Edward J. Hanna for his hearty endorsement of the state campaign and agreeing unanimously to accept full responsibility for the success of the campaign.

Experts in organization work have outlined a great comprehensive campaign which will carry the appeal for funds into every city and parish in California. Every Catholic will be called upon to do his share.

The construction of a new Saint Mary's College, however, is more than a Catholic problem. The public, consequently, will be invited to participate in this great plan of development which will give the West an institution of higher education which will fill every Californian's heart with pride.

Youth is turning to the great colleges of the West in ever increasing numbers. The Universities of California, Stanford and Southern California are filled to a capacity. New institutions of higher education have become an educational and a cultural necessity. Saint Mary's offers the logical course of development, and the

(Continued on Page 2, Col. 1, Top)

ARCHBISHOP ENDORSES CAMPAIGN

Speaking before the parish priests of Oakland and Alameda county at a luncheon meeting in the Hotel Oakland just prior to his departure for Rome, His Grace Archbishop Edward J. Hanna gave emphatic endorsement of the proposal to build a new Saint Mary's College. He said:

"Catholic education is the foundation stone of the Catholic Church in America.

The Christian Brothers who conduct Saint Mary's College have labored in this Archdiocese for more than half a century, and their labors have borne invaluable fruits.

Saint Mary's College, one of the few great Catholic institutions of higher education in the West, has been and is

ARCHBISHOP EDWARD J. HANNA

a true maker of men, a molder of thought, a force for better citizenship and a factor in bringing Catholic ideals nearer to a practical realization in our daily life.

As Americans and as Catholics we stand in need of leaders, men trained in sound philosophy, men in vital contact with both the needs of the present and the rich heritage of the past.

The proposal to build a new Saint Mary's is vital. It carries a direct appeal to the household of every parish. It springs from necessity.

Most cordially I give my blessing to the campaign and most earnestly do I recommend the work to our people of this Archdiocese and this State."

STUDENT CAMPAIGN FOR NEW COLLEGE

By LOUIS V. POMETTA

A preliminary student rally was held in the gymnasium on October 20 for the purpose of inaugurating the Saint Mary's Campus Campaign for the new College. At this meeting the campus chairman, Louis Conlan, introduced the idea to the student body. Brother Gregory and Mr. Madigan furthered the

(Continued on Page 2, Col. 1)

Saint Mary's Loses to California in Greatest Grid Battle of the Season

Before a crowd of 70,000 people the California football varsity beat Saint Mary's by the scant margin of 6-0. The Bear's only touchdown came late in the fourth quarter after about fifty minutes of a hard, clean, fast game that belonged to anybody. For over three quarters the two squads battled each other to a standstill with good straight football. In the final period of the contest the Bears decided to play a waiting game, and punted on first or second down. For several minutes the Saints had the advantage on the exchanging of punts, but when a pass from Rooney was grounded on fourth down on the California 40 yard line the Saints' last chance to score vanished.

California's score came soon after this incompleted pass. Young tore of 33 yards to the Saint Mary's 12 yard line. A 1 yard loss and Young again took the ball to the yard line. The Saints held, but on the next play Brown put the ball over the line. That little drive for the goal resuted in the only score of the game, but it was enough, for the Saint Mary's players were too tired to come back with a powerful attack.

For California Young and Dixon starred on the offensive with Miller doing some fine defensive work at roving center. Little "Tut" Imlay entered the game for about five minutes, and succeeded in catching one pass from Dixon.

Captain "Ducky" Grant led his squad onto the field but was relieved soon after on account of his injuries. Rooney took his place and played a wonderful game. His running was the most consistent ground gainer for the Saints, while he was getting the edge on California in the punting battle. For the first time in over a year "Dutch" Conlan played a full game and played it well as team general. Strader's injured shoulder prevented him from doing much damage, and when he was relieved in the last quarter by Bob Farrell, his heart was broken. He was bleeding at the mouth and very groggy from his paining shoulder, but still he protested vigorously to coming out of the game.

Penalties played great havoc with the Saints for they were set back sixty yards in all, most of the penalties being caused by offside. In themselves the penalties were bad enough, but they seemed to come just on the occasion that Saint Mary's was starting a march for California's goal line. They had the double disadvantage of losing ground for the Saints and breaking up the spirit of the drive.

The defeat came as a hard blow to Saint Mary's, for their chances of winning were excellent. There were no alibis to offer—the game was hard fought and fast, and the Saint Mary's varsity gave its all. That is as much as anyone can expect. However, this consideration must be taken: California on October 17 against Saint Mary's was an absolutely different team than the Bear varsity that faced the Olympics a week before. They were at least one hundred per cent better, so that losing by such a small margin as 6 points is no disgrace to any team.

The line-up

California	Pos.	Saint Mary's
12—Mell	L.E.R.	Collins— 5
14—Sargent	L.T.R.	Hicks—18
26—Couper	L.G.R.	Illia—20
34—Miller	C	Bettencourt—27
2—Carey	R.G.L.	Watson—35
21—Cock	R.T.L.	Nelson—25
8—Dougery	R.E.L.	O'Rourke—19
29—Blewett	Q	Conlan—29
11—Dixon	L.H.R.	Underhill—22
3—Griffin	R.H.L.	Grant—(c)—39
23—Jabs	F	Strader—36

friends of education everywhere are invited to consider this thought.

The economic significance of Saint Mary's College places the heaviest burden for the development of Saint Mary's College upon the shoulders of the men and women and the business organizations of Oakland and San Francisco. The following computations give some indication of the economic worth of Saint Mary's College to the San Francisco bay district:

The new Saint Mary's will have more than a thousand students. The economic value of each student is rated at more than $1,000 annually. Simple arithmetic places the value of Saint Mary's at more than $1,000,000 annually. Name the industrial firms which distribute $1,000,000 annually among the residents of the San Francisco bay district.

Saint Mary's College through its sixty-two years of operation has demonstrated its worth to the state and the nation. It has educated more than 8,000 young men, who have become better men and better citizens because of their education at Saint Mary's, and who stand among the foremost figures in the West.

Saint Mary's may boast of perhaps the largest representation on the California bench. It points with pride to distinguished and successful professional and business men in all walks of life. It points with pride to many men in humble callings who are better men, better fathers, better citizens, better Catholics, because they obtained an education that is "VITAL" rather than casual within the portals of the "old brick pile" at the hands of those wonderfully sincere Brothers of the Christian Schools.

The new Saint Mary's is worthy and deserving of your support. Your support, even though it be only a mite.

STUDENTS' CAMPAIGN

(Continued from Page 1, Col. 2)

proposition with inspirational talks, and Mr. Thomas, the campaign general manager, explained in detail the steps of procedure that the campus campaign will follow.

For the past several months the little office over in the old track has been going at top speed making preparations for the statewide campaign to be launched in December. The campaign management has thought it proper to give the present students of Saint Mary's the first opportunity to subscribe funds for the building of the new College, and accordingly has designed this campus campaign. The result obtained from the student body, regardless of the actual sum of money, will be a great starting point. It will provide a foundation on which the management can build, and to which it can point as an example. With the support of every student (and they will receive it) the engineers of this movement will be able to stimulate the alumni to generosity, and with the help of both student body and alumni they can interest the general public in Saint Mary's great need.

The program for the campus campaign will include the setting of a quota on each class; the organization within each class of a team of workers to solicit that quota, and the actual subscription of student offerings. During October 21-27 the class teams will be formed. On the 27th a meeting of these teams will be held to settle all matters of detail. The actual time of subscription will prevail during October 28, 29, 30.

The campaign managers wish to explain the following point clearly: there will be absolutely no coercion in this affair. No student is going to be forced by the pressure of public exposure or by any such means into pledging a greater sum than he wishes to give. The Brothers and the men in charge of the campaign recognize distinctly that most college men are hard pressed for money, so they do not insist on unreasonable subscriptions. They want you to give only as much as you see fit. The whole matter is going to be left to each individual, and no one, surely, is going to be imposed on. You may contribute as much as you please.

This is the attitude of the campaign headquarters in regard to campus subscriptions. To say the least, it is a liberal policy. What more could one want than perfect liberty to name his own sum?

The proposition is reasonable. Let us be reasonable and generous. The Brothers and leaders in this campaign feel that the inherent natural pride of every Saint Mary's man will be a sufficient stimulus to loosen his purse strings. They are right. Every one with a loyal Saint Mary's heart will be a generous Saint Mary's giver.

ALUMNI ASSUME BURDEN

Full responsibility for the success of the $1,500,000 statewide campaign to raise funds toward the construction of a new $3,000,000 collegiate home for Saint Mary's College, rests squarely upon the shoulders of the alumni.

Rallying in response to the announcement by the Christian Brothers of their plans to build a new college the alumni gathered in an historic meeting on September 29 in the auditorium of Sacred Heart College.

The "old timers" inspected the proposed building plans, elected the Honorable Thomas J. Lennon, '85, Associate Justice of the Supreme Court, as president, and unanimously adopted resolutions expressing their appreciation to Archbishop Edward J. Hanna for his indorsement and accepted complete responsibility for the success of a statewide campaign to raise $1,500,000 in building the new college.

HON. THOMAS J. LENNON

Judge Lennon pledged the support of every alumnus in carrying the campaign to victory. He said:

"I would like to see Saint Mary's College take her place in the sun. It has done much in an educational way. It has done much to make the youth of California better men and better citizens. The task that now confronts us requires the unified support of every alumnus, every friend of education and every American interested in the development of a better citizenship."

A like conviction was expressed by Albert T. Shine, '06, attorney of Oakland and retiring president.

Officers were elected as follows:

President, Hon. Thomas J. Lennon, '85, Associate Justice, Supreme Court; Vice-President, Edward I. Barry, '07; Secretary-Treasurer, William J. Fitzgerald, '05; Campaign Secretary, Brother Agnon; Chaplain, Msgr. M. D. Connolly, '78; Board of Directors, J. A. Graves, '72; F. S. Kelly, '79; J. L. Flynn, '01; W. H. Sullivan, '03, and D. H. Wynne, '24.

STATEMENT OF CAMPUS CHAIRMAN

By LOUIS CONLAN

That Saint Mary's College has outgrown her present site, and must seek larger quarters to accomodate the many students who desire to be educated under the careful guidance of the Christian Brothers, is very evident.

In order to alleviate this difficulty, a statewide campaign to raise a million and a half dollars, with which to commence building the new college is being conducted. It is the intention in this campaign to ask everyone, whether Catholic or non-Catholic, former student or not, to contribute to this fund, and thus aid in the building of an institution that gives promise of being one of the best in the country.

But outsiders cannot be expected to contribute to such a cause unless those immediately connected with Saint Mary's show signs of great interest and enthusiasm. And in order to make known the great interest of the student body in this affair, a campus campaign, in which the students themselves will be given a chance to do their bit towards the raising of the necessary million and a half, will be conducted within the next few days. Upon the success of this campus work, rests almost entirely the success of the campaign to be conducted throughout the whole state. We, the students of Saint Mary's are to be the deciding factors in the raising of the fund to build our new college. And what could be more appropriate, for surely if we cannot make sacrifices for our own Alma Mater we cannot expect outsiders to do so.

And so, when you are asked to get behind the campus campaign, do it willingly, help even if it hurts a little, and some day, when Saint Mary's is foremost among the colleges of the country you will be able to point with pride and say "That's my Alma Mater, I helped to build it."

HOW IS IT GOING TO BE DONE?

Campaign Director Outlines Plans for Statewide Subscriptions to Raise $1,500,000

By HAROLD C. THOMAS
(Campaign General Director)

Through the adoption of a highly scientific plan of organization, Saint Mary's College expects to obtain subscriptions totalling $1,500,000 to enable it to begin construction on the first six buildings of its new collegiate home.

Unfortunately there is no magic method which can be applied to obtain the money. Our purpose is to do the essential things. These essential things follow:

1. Prospects: to list and identify our constituency. This work is rapidly being completed, giving us now a list of 30,000 prospective subscribers, drawn from the rolls of the alumni and non-graduate former students, the Catholic parishes of San Francisco and Alameda county, and the constructive-minded and public spirited business houses.

2. Cultivation: to inform our constituency of the needs and aims of Saint Mary's College and cultivate the prospective givers to the point where they will wish to subscribe when solicited. This program is being conducted through the press, through meetings, through this special edition of The Collegian, through the radio and through direct mailings of general literature.

3. Organization: to interview every prospective subscriber personally through the formation of hundreds of teams of dependable workers.

The plan for the achievement of the foregoing purposes is easily understood. Other campaigns through out America have demonstrated that it is workable. The features of the campaign follow:

First, preliminary period of list building, and the preparation of publicity and cultivational material.

Second, the Northern California major city campaigns covering simultaneous and intensive efforts in Oakland and the East Bay, San Francisco and the Peninsula and Sacramento.

Third, the District and county campaigns functioning throughout the entire state, exclusive of the cities mentioned above; and the Southern California major city campaigns in Los Angeles and San Diego.

The district centers for the county campaigns will be: Eureka, Sacramento, Fresno, San Jose, Bakersfield, Santa Barbara, San Bernardino.

There will be a chairman in each district and committees of representative men to carry the message of Saint Mary's College into the household and office of every prospective subscriber.

An analysis of the campaign field disclosed that the basic fundamentals necessary to success in this sort of an undertaking are inherent in this enterprise.

In other words we regard the campaign as fundamentally feasable.

There is one essential, however, without which no campaign can prove successful—the essential fundamental of PERSONAL SERVICE.

There is no substitute for PERSONAL SERVICE.

If every member of the alumni association, if every former student of old Saint Mary's, if every true friend of constructive education, and of the building of trained Christian leadership will feel a personal responsibility to do his fair proportionate share in active service to this the first call of Saint Mary's in her sixty-two years of service to the Church and to the State—THEN this campaign will register an overwhelming victory.

REMINISCENCE

Oh! dusty and still is the old red "Brick Pile"
With its mantle of fresh ivy green,
As it stands like a sentry in silent repose,
Protecting, yet calmly serene.

Once more we will linger in picture-clad halls
Recalling those days long since fled.
Once more with a heart-beat the courtyard we'll roam
Where years long ago we had tread.

Oh! dear to our hearts are those old rusty walls,
And sweet are the mem'ries we hold
Of our old Alma Mater—the truest of friends,
When Life's dying embers grow cold.

—GEORGE B. PALMER, '26

WHAT DOES THE WEST SAY?

How does the West propose to provide educational opportunities for her youth?

University of California, having become the largest university in America, is taxed to the capacity of its facilities.

Stanford University is making every effort to limit the number of its enrollment.

Other universities and colleges, including Santa Clara University, are operating with virtual maximum enrollments.

The development of Saint Mary's College with a new, large collegiate home is the logical answer to the question.

FACTS AND FIGURES

Or Something Strictly Business To Think About

Saint Mary's College proposes to construct 13 new buildings, cost	$3,000,000
New Saint Mary's with 1000 students, valued economically at $1,000 each, will distribute to business annually	$1,000,000
Oakland and the San Francisco Bay will subscribe	$?????????

Speaking in terms of strict business, Saint Mary's looks like a GOOD BUSINESS PROPOSITION.

THE CHRISTIAN BROTHERS: WHO THEY ARE

By BROTHER LEO

To say much in little, the Christian Brothers are **Religious** and **Educators.**

They are religious. That means that they make the vows of poverty, chasity and obedience and they live a community life. They carry on in the modern world the monastic tradition which kept ideals bright during the barbarian invasions and which preserved through troublesome times the learning of the ancient world.

They are educators. Education is their essential life work. They are not priests, they are not missionaries, they are not nurses; they are students and teachers. No kind of educational work is foreign to them. They teach in degree-conferring institutions like Saint Mary's College, in high schools like Saint Peter's in San Francisco, in normal schools like De la Salle Institute in Martinez, in trade schools like the Catholic Protectory in New York, in professional schools like the Istituto de Merode in Rome, in art schools like l'Ecole St.-Luc in Brussels.

The Christian Brothers, more accurately called the Brothers of the Christian Schools, were founded in France in the days of Louis XIV by St. John Baptiste de la Salle. Their organizer was a real educational genius, a man of courage and of vision, the man who first in the history of education perceived the importance of training schools for teachers; he is the originator of the modern normal school.

The Brothers number some 20,000 and conduct educational institutions all over the world. Their schools flourish not only in the United States and Canada, but in South America, in the British Isles, in France and the Low Countries, in Italy, Spain and Germany, in Egypt, in the Philippines, in China and India.

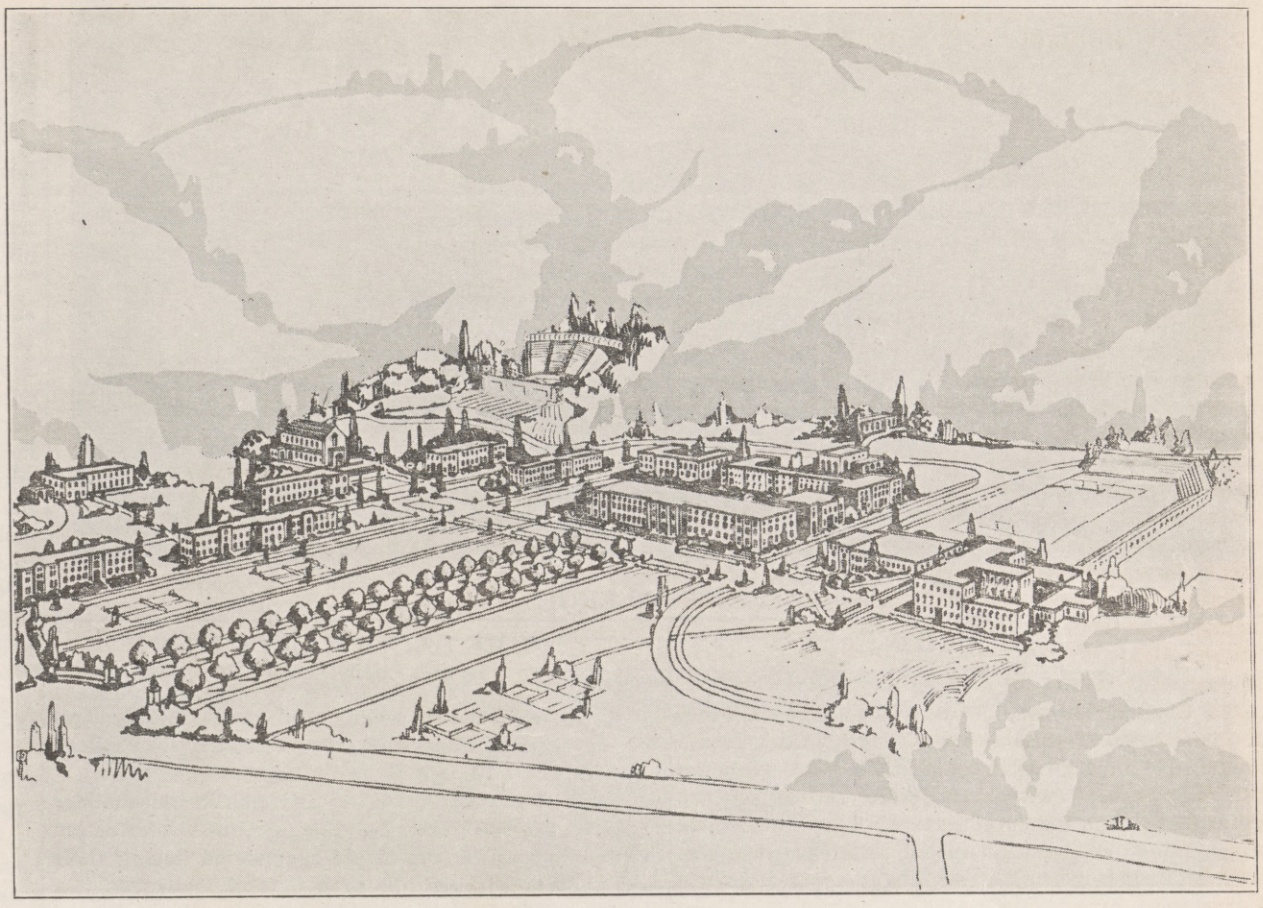
The Brothers give themselves wholly and absolutely to the cause of education. They receive no personal compensation for their work. Their life is one of plain living and high thinking. They seek no individual preferment, they claim no recognition on the plea of race or birth. Even their family names they ignore, and are known simply as Brother Lucius, Brother Walbert, Brother James. They are specialists in the best meaning of that sadly abused term.

The Brothers ambition no fame save that which comes of educational eminence. The late Brother Azarias was a litterateur and philosopher, the late Brother Potamian a scientist of international vogue. Brother Barnabas, now in charge of courses at a midwest university, is a recognized authority on boy training and social work. Brother Joseph, of Rome, is a distinguished student of Roman antiquities. And to the lengthy list of Brothers noted as educators among a society of educators Saint Mary's College has contributed more than its quota.

"The agony of parting would wound like a sword, but that ts edge is blunted by the hope of future meeting."

—KALIDASA.

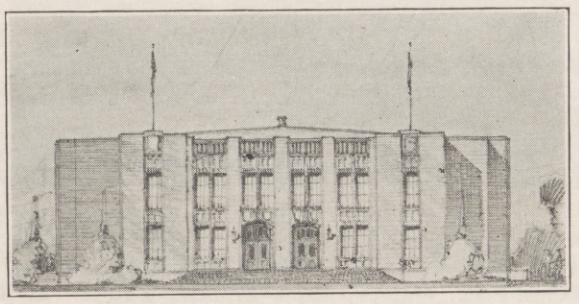
VIEW OF NEW SAINT MARY'S



NEW SAINT MARY'S COLLEGE TO BE ARCHITECTURAL GEM

New Saint Mary' College will be comprised of thirteen large beautiful buildings, an athletic stadium and a Greek theater, set on a picturesque tract of 255 acres.

The site is ideal. Its natural beauty is unsurpassed, perhaps, among the university sites of America. The ccontour of the land is such as to lend itself perfectly for the development of a great American university.

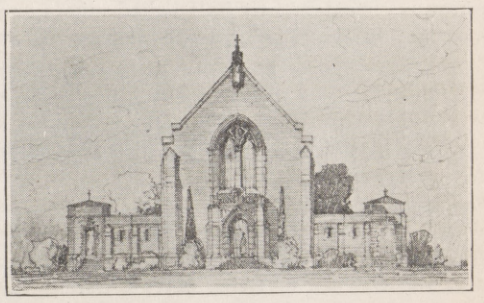


PROPOSED GYMNASIUM

Fully appreciative of the natural beauty and fitness, John J. Donovan, one of the designers of the Singer building, New York, and the designer of the Oakland Technical high school and scores of universities and high school buildings, has prepared plans which will distinguish the new Sant Mary's as an architectural gem.

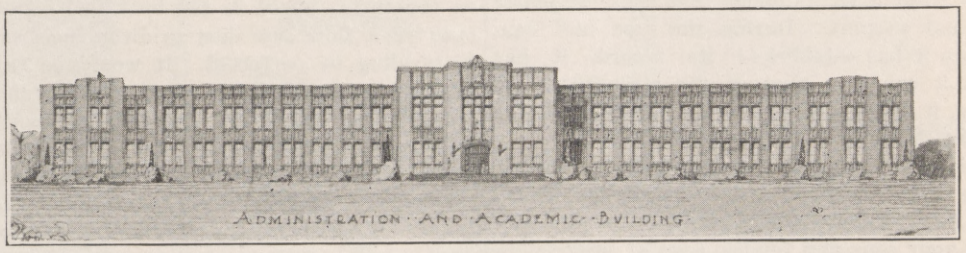
and the general academic and administration buildings in the center.

Six of the thirteen new college buildings will be constructed as soon as the statewide campaign is closed. Other buildings will be built as soon as the property at Broadway and Hawthorne is sold. The first group of structures are listed as follows:



PROPOSED CHAPEL

Administration Building	$260,000
Brothers Building	$220,000
Gymnasium	$140,000
Refectory and Recreation	$240,000
Chapel	$115,000
One Dormitory, large	$175,000
One Dormitory, small	$120,000
Infirmary	$ 60,000
Power House	$ 30,000
Employer's Building	$ 30,000
Total	$1,390,000
Water, sanitary system, landscapings, preparations of ground, etc.	$100,000



Following the lines of the collegiate Tudor type of architecture, the new Saint Mary's set on the elevated hillsides, facing Foothill boulevard at the Oakland-San Leandro line, will gaze serenely over East Oakland and across the rippling waters of San Francisco bay. It will form one of California's most imposing collection of buildings.

Brown, soft-toned brick will be used in facing the concrete structures, which with the exception of the dormitories and chapel will contain two stories. The dormitories, large airy structures, will contain three stories and the chapel, of course, will contain a large auditorium.

The buildings will be grouped along two axes with beautiful landscape gardens surrounding them. The dormitories and chapel will be grouped on the north, the brothers buildings and gymnasium on the south

DEBT TO SAINT MARY'S

If anyone doubts that every Catholic and every Californian owes a great debt of gratitude to Saint Mary's College for its constructive influence, he needs only turn to the California bench and bar.

There we find the name of the late Judge Maurice T. Dooling, associate justice of the Supreme Court and one of the keenest minded jurists in the nation; Judges Frank J. Murasky, Lewis J. Ward and Bernard Flood of San Francisco, famed for their fairness and knowledge of the law, and many others up and down the state.

It is well to point out further that Garrett McEnerney, one of the foremost figures of the American bar, is a Saint Mary's boy.

PRESENT COLLEGE

A THOUGHT
By Brother Leo

To contribute to Saint Mary's College Building Fund is to make an exceptionally good investment.

It is an investment in which there is a minimum of leakage. The Brothers who direct the college are practical and experienced educators. They know their business. They accept no personal salaries whatever. Every dollar that you give goes directly into the work of education.

It is an investment which will get results. The graduates of Saint Mary's College are among the leading citizens of the state and nation. **Multiply the** facilities of the college and you multiply the next generation's quota of efficient, intelligent and conscientious leaders of men.

It is an investment that is needed. Our American civilization is threatened by half-baked minds and half-formed consciences. The gravest menace to our national progress is the man who does not know. Now it is the definite function of Saint Mary's College to turn out men of character and culture and organized knowledge. On such men—and plenty of them—the welfare of America depends.

It is an investment which yields big returns. The true wealth of a nation is its enlightened and public spirited citizens. Of such we can never have too many. And it is the concern of Saint Mary's College to train and inspire them.

It is a co-operative investment. For nearly seventy-five years the Christian Brothers of Saint Mary's College have been giving their all for education. They have done much, and they mean to do more. In all that time they have never until now made a general appeal for aid. Is it not high time that you should take a hand in the work and make it possible for them to carry on?

Education in the United States today is necessarily an expensive commodity, but we all know that it is well worth the price we pay for it. There can be no such thing as a college which pays its way. Harvard, Princeton, Stanford, Cornell, Williams, Dartmouth and the rest are endowed institutions. They exist and function because numberless clear-visioned citizens have recognized the importance of college training and have given generously to establish chairs and scholarships.

Now it is Saint Mary's College that asks for public recognition and support. During the past half century and more it has established its record, it has shown what it can do. Now on the strength of its achievements, it appeals to you to aid in making it the Greater Saint Mary's.

Here is your chance to make a permanent investment. Long after you have lived on earth the money you give to Saint Mary's will be working for you—for you and for your sons and for the sons of your fellow citizens.

NEW ATHLETIC STADIUM
By LOUIS F. LE FEVRE
(Faculty Manager, Saint Mary's College)

The greatest handicap under which Coach Madigan and his Varsity squad have labored this season has been the lack of a proper practice field. Despite all experimentation and all possible effort, the field at Saint Mary's remains as hard as ever and many of the early season injuries may be traced directly to the condition of the training ground. One member of the Press has very aptly described our field as "Saint Mary's Corrugated Gridiron." Madigan and his men may have other epithets to describe their feelings, epithets not as picturesque as the above, but far more expressive.

SOME SAINT MARY'S MEN
By BROTHER AGNON

Many of the outstanding and most highly respected men of American were educated in Catholic Colleges.

Many of these able leaders and men in the humbler walks of life recognize that their greatest satisfaction in life comes from the ideals engendered during their student days within walls of a Catholic college.

Many able leaders frankly attribute their success to the vital rather than casual education, embodying methods of clear constructive thinking, obtained in Catholic colleges.

Saint Mary's is not found wanting in the record of men and institutions. Saint Mary's can point proudly to an alumni that includes many able and distinguished men, and what is more it can point to lesser lights, who are better men, better Catholics, better Americans, because they went to Saint Mary's.

Two fires have destroyed our collegiate records, but generally Saint Mary's may be said to have educated 8,000 boys. The incomplete lists of the living members of the alumni include:

1 governor, 10 judges, 210 public officials, 125 bankers, 500 attorneys, 40 priests, 75 physicians.

Listed as Saint Mary's boys, the rolls of the clergy reveal:

Monsignor Connolly, San Francisco; Monsignor Dempsey, Oakland; Monsignor Hughes, Washington, D. C.; Father Mulligan, Saint Joseph's, San Francisco; Father Cottle, St. Brigid's, San Francisco; Father Doran, Saint Monica's; Father O'Neill, Holy Redeemer; Father P. T. Collopy, Saint Francis; Father E. T. Mallon, old Saint Mary's; Father Deeney, Portland; and Father W. P. Sullivan, Saint Mary's, San Francisco.

The new Saint Mary's campus, however, presents possibilities for a football field that should be second to none in the country. The soil is admittedly the richest in Alameda county, experiments are already under way with ten varieties of turf, and the natural lay of the land will admit of a sheltered field, with possibilities of good seating capacity. Saint Mary's plays the majority of its games on turfed fields and for this reason it is imperative that training be done on the turf. Speed in the backfield cannot be developed on a slow saw dust gridiron, neither can timing in tackling be perfected. It would be rank folly for a fighter, signed to box a fast, shifty man, to train against big, lumbering sparring partners, and it is just as rank folly for our team to work out on a slow, heavy field. Successful tackling must be timed to the second; the men must be excellent judges of distance. A man coming against a player on a dirt field moves infinitely slow in comparison with a man on turf. One need not be acquainted with the great collegiate sport to draw in this instance his own conclusion.

We wish to start work on our new field and a temporary club house just as soon as possible, so that next Fall we shall be able to practice at the new grounds. Whether we do this or not depends solely upon the success of the campaign. There is no alumnus of Saint Mary's who would deliberately handicap the team by failing to do his part to make the campaign a success. The wealth of football material for 1926 indicates a continuation of the success of your college in football. We of the Board of Control and the members of the squad are willing to do all possible to keep Saint Mary's at the top and you can do your part by aiding us in the obtaining of the facilities that go a long way in the producing of a winning team.

THE NEW SAINT MARY'S UNIVERSITY
By BROTHER GREGORY

Confident that the people of California, among whom the Brothers have labored for the better things of life for sixty years, will assure the success of the Great Campaign so auspiciously begun, the Provincial of our institutions in the Far West has officially announced that ground-breaking ceremonies for the new Saint Mary's College will take place May 15, 1926, the feast of the illustrious founder of the Christian Brothers, St. John Baptist de la Salle.

Everyone conversant with conditions in Oakland and at Saint Mary's realizes keenly that the College must very speedily change its location. Oakland is forging ahead; it has gone out far past the College. And nobody can deny but that Saint Mary's College is growing beyond its bounds also, growing faster than Oakland, to the extent even of having growing pains. A glance at the great record student-body and another at the actual plant—the good old brick pile, as former students sometimes affectionately style it—tell the tale: Saint Mary's has outgrown its quarters; it needs a new and larger habitation, and it needs a new name —Saint Mary's University. Nothing less would suit; nothing else will do.

PRESIDENT BROTHER GREGORY

The needs for a new plant, one to take care of more than a thousand students, were outlined by a committee of Brothers months and months ago. Long hours of study were given to the matter, when John J. Donovan, the famous school architect, was called in as a member of the committee.

Mr. Donovan at once set his large office-force to work, with the result that the preliminary plans are now a handsome actuality.

It is the purpose of the college authorities to erect, at the beginning, at a cost of a million and a half, the following of the fourteen buildings: chapel, administration, faculty, two dormitories, gymnasium, combined refectory and meeting-hall, and power house. The remaining buildings and improvements are planned to cost a like sum.

The site, at the extreme limits of Oakland, touching San Leandro, is possibly unsurpassed for an institution of the kind in the whole Bay Region. It contains two hundred and fifty-five acres of rolling country and level land, overlooking Oakland and San Francisco, in what is said to be the most fertile section of the state. The climate is California at its best; Saint Mary's will not know fog, wind, or oppressive heat.

It is but necessary to suggest now that all of us interested in Saint Mary's College, interested in the work of Christian education, interested in creating the highest type of citizenship, have duties to make the dream of decades loom into reality within the next few years. No loyal son of Saint Mary's—actual, past or potential, no friend of the Brothers anywhere, no really loyal citizen of the State of California, which has so long been a beneficiary of the Christian Brothers, notably of Saint Mary's College, will fail to respond wholeheartedly at this time.

All of us who read these lines can do something for Saint Mary's and now, now, is the time of times; we can work for the cause and we can pray God's blessing upon it; we can write, we can boost, we can interest many; we can contribute generously, even until it hurts a little; we can get others to contribute.

In other words WE can build SAINT MARY'S UNIVERSITY.

IN GOD'S HOLY NAME, HEADS UP, AND STOUT OF HEART, LET'S GO!

EAST BAY READY TO GO

"We are ready."

Such is the significant announcement of the East Bay.

Elected by a citizens' committee, representing varied business, professional, religious and racial interests, Oliver Kehrlein, Oakland financier, as chairman of the executive committee, has assumed the direction of the East Bay campaign in the statewide drive for $1,500,000.

First gun in the campaign was fired at a luncheon meeting attended by civic leaders, October 6, at the College.

Pledges of support in the great civic enterprise of building a new college of thirteen buildings in the Oakland hills were voiced by William Cavalier, San Francisco and Oakland broker, A. S. Lavenson, an owner of Capwell's; John J. Donovan, architect; Judge William H. Hennessey, municipal judge; and others among the thirty, who attended.

The executive group of the general campaign committee is composed as follows:

Judge Everett J. Brown, attorney; William Cavalier, broker; John J. Donavan, architect; John F. Hassler, banker; H. A. Mitchell, railroad manager; Joseph J. Rosborough, banker; Joseph A. Kennedy, attorney, and W. E. Strei, merchant.

The personnel of a general committee of representative citizens will be announced later.

The executive group decided to conduct the East Bay campaign from December 3 to 10, starting with a civic dinner, December 2.

A committee of one hundred will be designated as a central committee to handle the large gifts. Scores of committees will be organized to conduct personal interviews in the parishes, in the business circles and among the friends of education.

ALL DEPENDS ON SERVICE

By service—PERSONAL SERVICE—the students and alumni will enable Saint Mary's College to achieve its goal of $1,500,000.

Personal service on the part of the students and alumni means MORE than their money.

A campaign of the magnitude of Saint Mary's requires the aid of dependable workers. If the workers contribute their service, the rest will be easy.

PERSONAL SERVICE IS the FIRST DUTY of the student and the alumni.

MAINTENANCE REVENUE

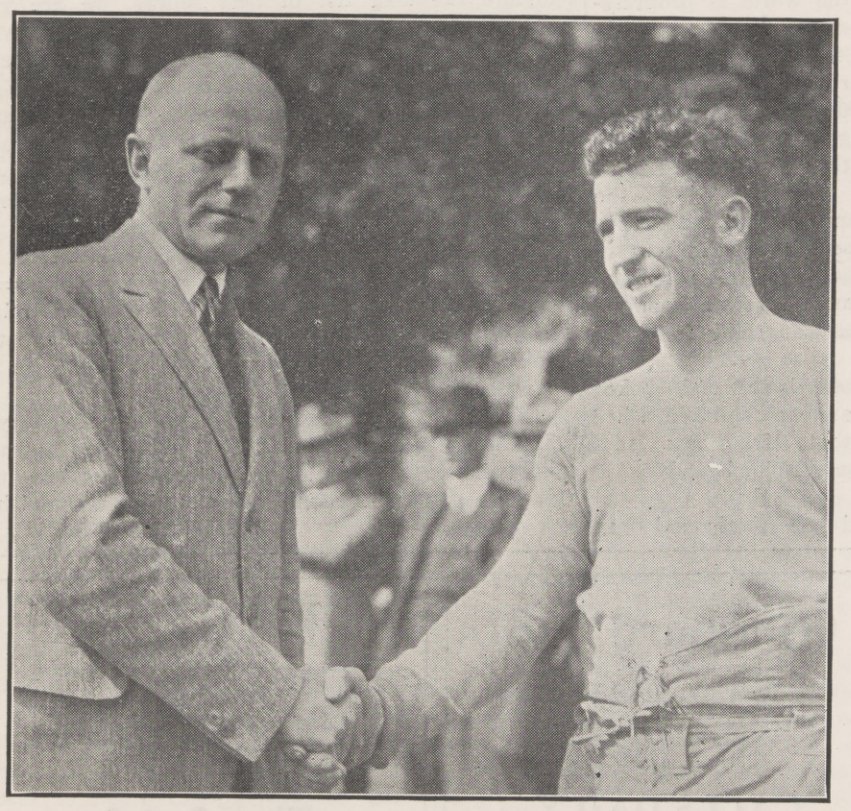
University of California relies on the state for its development and maintenance.

Stanford University operates with the revenue of one of the largest endowments in the country and the tuition fees of its students.

Saint Mary's College relies solely upon the nominal tuition fees of its students.

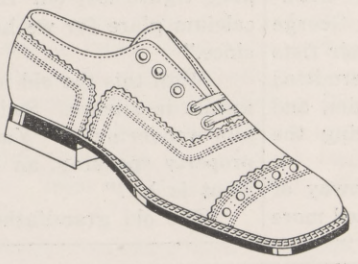
NEW COLLEGE ADVISERS—Some of the Business Leaders, Who Gathered on the Saint Mary's Campus, Firing the First Gun in the Statewide Campaign for $1,500,000 for the New Saint Mary's.

BUSINESS LEADERS GIVE AID—Thirty East Bay Business and Professional Leaders Gathered on the Saint Mary's Campus Recently in Advising the Brothers on the State Campaign. Left to right, they are: A. S. Lavenson, Merchant, an Owner of Capwell's; Arthur Ramage, Washington Street Merchant; James J. McElroy, Realty Broker, and H. A. Mitchell, manager of the Sacramento Short Line.



BOTH READY TO GO—Oliver Kehrlein, Executive chairman of the East Bay New Building Campaign Committee, and "Red" Norman Strader, Football Star, Shake Hands on Success for the Campaign.

A NEW ONE. . . .
THE
AIRLINE
MODEL



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HIS HIGHNESS THE SCOFFER

The old man drew his several grandchildern into the warm corner near the fireplace and began to tell them a bed time story. He had not proceeded very far however when one of the children interrupted him by saying ,"Oh, that story's no good; it's too true to be a fairy tale, why don't you tell us something funny about some real live funny man." The old man paused in refection for a moment and then like a flash an inspiration came upon him. "I'll tell you a real story then my children, about one who is really funny to others but to himself is the greatest man on earth" said he, and so the tale began.

"There is a man now living in England who put himself into public view through his ability to write his sentiments with such vigor and apparent truth that some people took him too seriously. This man was a sort of magician because he was always threatening to write something that might become world famous. But homehow this threat never materialized because he always summed up his logical conclusions in an illogical way. Thus he might write a very foolish essay or play which in itself would be very interesting until the climax appeared. At this point something always seemed to go wrong and the people reading the work would look for the cause; they'd always find some spectre stalking through the pages and invariably this spectre would be the Englishman himself. That was the big fault in all of his plays—he put himself in the foreground and people could not enjoy the story unless they stretched their necks to look around or over him. Stretching the neck is always uncomfortable especially when there's no need for it.

For several years this man continued to write and during this time he conceived some of the most lopsided views imaginable. On one occasion he wrote a very ornate essay on 'Going to Church,' and in this he said he loved to drop into a quiet church and sit there and think. The things he decided to think about however, required very little thought, but he still kept on thinking them because by this time, you see, he had the habit of thinking a little bit about everything and assuming the rest.

One time this man thought he'd be a great warrior so he read a few books and heard a few orators and then retired into a quiet room where he smoked his pipe and let his imagination get to work. The result of all this was a frenzied attack upon a lot of much better people than he in which he showed himself to be little more than a small voice trying to drown out the wind. After this he became almost a second Don Quixote, for with a fusilade of puny, silly words and feeble arguments he attacked an institution that had stood for centuries upon an impregnable foundation and that no power on earth had ever so much as affected. Finding that his strength was unequal to the task of surmounting such an institution this Englishman, whose name, George Bernard Shaw isn't English at all, turned his attention to the attack on marriage. By the most asinine of all arguments he advocated the abolition of matrimony as a Sacrament and tried to have it recognized as a mere legal agreement. Of course by this time intelligent people were regarding him as something to be enjoyed because of his very unpractical views so he didn't quite make the impression he expected.

Having tried his hand at several things and being on the road from bad to worse it occurred to Mr. Shaw that he might set himself up as an authority on the respective merits of heavyweight boxers.

When this inspiration seized him he retired into executive session with himself and concocted the following amazing misdirecting message.

'Jack Dempsey cannot win. Our European champion is too intelligent for him.' Here again George erred a trifle, for pugilists deal blows with their fists not their intellects. His European man was permitted to live because his wife and children needed him, and Mr. Shaw had the unique sensation of hearing the world laugh out loud at one of his jokes.

This seems to have decided the later pathway of our famous writer for soon after his face assumed more genial proportions and he began to write with an air of what's the use!" He found that people had been accustomed to thinking before he began to try to instruct them how to think. He also found that others thought just a little deeper and a little oftener than he. Right now you're waiting to see what's next on this extraordinary man's program but everything seems quiet and peaceful and the world is progressing just the same despite his silence.

When the Prince of Wales fell from his horse he stole all the limelight from Sir George who the day previous had fallen from his bicycle in front of the Bank of England. Someone might have seen him fall had it not been for the fact that one of England's favorite exiles was passing on the other side of the street and nobody was paying any particular attention to Mr. Shaw while Charles Spencer Chaplin was in town. With this chance of again becoming a front page figure lost our friend seemed to retire from the calcium glare for we haven't heard anything from him since."

With this the old man finished his tale and smoked awhile in silence. Suddenly one of the children asked him wonderingly. "You said that Mr. Shaw isn't, properly speaking, an Englishman. If he isn't English what is he?"

The old grandfather paused reflectively and then replied, "Well the English say he was born in Ireland but the Irish claim that nothing worse than a potato famine or a plague could happen in Ireland. So Mr. Shaw must have been born somewhere else."

Just then the grandfather remembered a story in which it was mentioned that G. B. Shaw had taken up golfing so he told his children in a very low voice that George was born in Edinburgh, and they believed him.

—ALBERT FARRELL, '26.

CATHOLICS FACE CRISIS

California and the West need Catholic leaders.

The Pacific Coast and nation seem to be rushing along the highway of destructive materialism with a reckless abandonment of the ideals that safeguard the state, the nation and civilization.

Today more than any time since the persecuted Catholics 2,000 years ago laid the foundation stones of the church in the centers of the pagan world men are needed with principles, with force of character, with forceful minds and with ideals developed in such institutions as Saint Mary's College.

Catholics should come to a realization that Catholic education is the foundation stone of the Catholic church in America. The strength of the Catholic church today is largely the strength of the Catholic schools and the Catholic colleges.

Parochial education is not enough. An education in Catholic institutions of higher education is a necessity of the age. Catholics should give their children the opportunities of culture and education that will enable them to become positive rather than mere negative Catholics. Catholics should realize that such institutions as Saint Mary's give an education that is vital rather than casual. They should realize that the young man, graduated from Saint Mary's steps into the world with the same, constructive mind, and that after he has mastered his particular profession or business, he is a better man, a better Catholic and a better American.

The West has two great Catholic institutions of higher education—Santa Clara University, Santa Clara, and Saint Mary's College, Oakland.

In spite of recent additions, Santa Clara is taxed almost to a capacity, while Saint Mary's because of inadequate facilities is compelled to turn away scores of young men who come in quest of education.

What can be said for the future, if Catholics fail to meet the needs of their educational institutions at the present?

The educational facilities of the University of California and Stanford University, are likewise heavily taxed, but they seem to have grown to an unwieldy size, so that the future promises to give place to even heavier burdens upon Saint Mary's and other Catholic colleges.

It should be emphasized in this connection that Saint Mary's during its sixty-two years' existence never turned away a student because of race or creed, that non-Catholics are not required to take religious training and that the first student ever graduated from Saint Mary's is a Protestant and one of the foremost figures in the life of California.

BEST SELLERS

Every so often some publishing house "blossoms forth" with a new best seller. Such a novel becomes immediately very popular, reigns for a day, and then like a falling star, it vanishes from our sight and thoughts. A book such as this is very well-liked for a time; it is hailed as "The Great American Novel;" it is predicted that its author will go down to posterity as the equal of Dickens and Thackeray; in short, a great deal of "hubbub" is raised concerning it. But the fame of the book is not permanent; it soon fades before the onslaught of another best seller.

Now let us examine the question carefully, and see why it is that a book will suddenly become popular over night and as suddenly die away. In the first case, we can lay the greater part of the blame to the business men, who realize the value of advertising and publicity, the companies must find some way of attracting the attention of the reading public. The managers of these publishing houses have discovered that one of the most effective methods of securing publicity is to claim the discovery of "The Great American Novel." It is an easy matter to convince several critics that the book has merit, and with the endorsement of these men the novel is offered to the public,—but only after an extensive advertising campaign. The public, all agog, flocks to buy the book, and of course the pocket books of publishers and author are fattened. Soon, however, the soap bubble bursts, and the novel is discovered to be only second-rate. The publishers realize that alone and unaided by advertising the book would sell very slowly. So in order to avoid this they prepare the public for a great masterpiece, and "cash in," so to say, when enthusiasm is at its highest pitch. Such is the life of the average best seller.

Another element that may contribute to the success, or rather popularity, of the novel, is the state of mind of the nation when the novel is published.

For example, Sinclair Lewis wrote "Main Street," shortly after the Great War, when the minds of the people were depressed and moody. It was the psychological moment for such a novel; a year before or a year afterwards, and we would never have heard of the book. Coming at the time it did, it secured an immense temporary success. But now we no longer hear the work mentioned, and only a few years ago a person was considered uneducated unless he had read "Main Street."

Some of the books which are classed as best sellers are really good novels. It is almost certain that from such a great number of novels written, at least a few of them will have some pretensions to greatness. Such was the case when Jack London wrote his "Call of the Wild." Besides being a best seller, the story secured a place in the affection of the public, and has maintained its popularity for many years. However, such an occurrence is very rare, for seldom does a book achieve the distinction of being both a best seller and a really great novel.

As we look back over the last few years, and contemplate the long list of best sellers, we are very vividly reminded of the short life of such novels. Who now remembers "When A Man's A Man?" Yet it was once extremely popular. And we might continue almost indefinitely the list of novels which have like the butterfly, lived but a short time, only to sink into oblivion. It is only a great novel which lives; time ruthlessly eliminates the others and presents to posterity only the best of our endeavors.

—HAROLD WILLIAMS, '28

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Books

ALBERT FARRELL

SOMETHING TO SEE THROUGH

"The Crystal Cup." Gertrude Atherton
Boni and Liveright 1925
$2.00

Is there nothing new for fiction? Once more we have a new version of an old story—a man-hating girl, beautiful and young, living a sexless life, battling the hungering pangs of love, losing the battle and at last succumbing to the love of her girl-friend's supposed fiancee. But although the matter is old, this new novel "The Crystal Cup," comes from the pen of Gertrude Atherton with all the pomp and niceness of a well done thing.

But just as in "Black Oxen," something is lacking. What it is would be hard to explain, but something is unsolved and left in the nebular region.

The novel is written chiefly about Gita Carteret, a daughter of one of the old families of New Jersey. In her young mind is the fixed idea that she is "A sexual," that marriage and its subsequent prosaic life is wrong, and that she should have been a man. She even goes so far as to dress, speak, and try to act like a male—but in the end she fails. She does marry, (as queer as it may seem) but in name only, and lives one of those impossible intellectual companionships with Eustace Bylant, a novelist. She finds that something is lacking, her purpose is unfulfilled, and she knows the reason. But she will not admit the true cause because she is too firmly set in her prejudices.

Finally she tumbles from her pedestal. One evening when her husband silently enters her home at Atlantic City, (when he was supposed to be in New York) and under the cover of darkness attemps to kiss his wife, (and incidently to do away with the cold impersonal relations that had existed between the two of them) Gita accidentally shoots him. And then the trouble starts. Friends are made and unmade, and Gita faces the glaring truth that she is in love with Dr. Pelham, a very reticent but aggressive man, and, well—that is all. The story ends—"Noblesse oblige."

The story is rather interesting in spots, but somewhere underneath, there is that cold feeling of artificiality. Mrs. Atherton's characters seem to move like silhouettes of more real characters which she has so intimately given us a taste of in her "Black Oxen." And yet, for all the unreality of Gita Carteret, she is real—a peculiar paradox, but true.

Built around her "stunt theme" that love the primeval urge versus love as "an over-secretion of hormones in interstitial cells adjacent to the Graafiian follicles," we find that the action is obvious and commonplace. Nothing new is presented, nothing vital, nothing very exciting; merely interesting, and garnished here and there with some very brilliant and witty comments. There are no moments of greatness in the book, rather it runs along at an even pace mildly interesting and delightfully artificial in many places.

There is no doubt as to the popularity of the book. "Black Oxen" solved that phase of it, but there is doubt as to the greatness of the book. It is not great, never can be great. It will, no doubt, find its way into the moving pictures—a best seller always does. But beyond that, Gertrude Atherton has blown a soap bubble, nice and clean, but very artificial and with nothing but air inside.

—GEORGE B. PALMER, '26

YET ANOTHER

The month of October seems to be quite fruitful in the production of new magazines. Along with the "Famous Story Magazine" comes the "Magazine World," a miscellany of the best in current periodical literature for the English class. This latest addition to periodical numbers is a small edition composed of short sketches and stories by leading writers, so arranged that the lay-out will attract those students of English in the secondary and primary schools of the country.

The motif of the magazine is excellent. It is perhaps the only work of its kind in the country, and will do much to encourage the reading and writing of stories among the student class. The quality of the articles is encouraging. Contributions by Christopher Morley, Mark Twain ("The Jumping Frog"), Lord Dunsany ("A Night at the Inn"), and Bliss Carman ("The Gravedigger") are among the best. Besides these, are articles selected from the various national magazines of worth.

Perhaps the most interesting phase of the "Magazine World" is the Round Table, a section reserved for articles written by students in high schools and colleges. It is the purpose of this Round Table to encourage creative literary work in scholastic circles. It accepts book reviews, essays, sketches, short stories, and poems. The work is amateurish, it is true, but nevertheless the idea is perfect.

The "Magazine World" announces a book-review contest, open to all regular subscribers, and dealing with a definite list of current books. Reviews of these works will be acepted until January 1926, when the prizes will be announced. During the intervening period the outstanding reviews submitted will be published in the "Magazine World."

Here is a good opportunity for those men who plan to write for publication. They may submit articles with a fair degree of certainty that they will receive proper consideration, and that is an important factor in any young litterateur's life.

"HELIODORA"

By H. D.
Houghton Mifflin Company

"What have I left
to bring you in this place
already sweet with violets?"
—(Centaur Song)

That is the atmosphere of Hilda Doolittle's work—violets. One does not have to read many of the poems in the collection entitled "Heliodora" to discover this fragrant undertone. All of H. D.'s verses are full of a strange sort of beauty that critics call "cold." It is the beauty of the violet—soft and majestic, impassioned without being passionate. It is the kind of beauty that does not burn, for it is impersonal, but nevertheless it penetrates the soul with its delicate violet scent.

H. D. makes her peculiar, aloof beauty all the more attractive by her unique style. Or is it style? Can we really call a most radical kind of free verse style, or can we put aside the thumb rule of poetry? For that is what Hilda's technique is—radical free verse. She is the first of the great Imagist school of writers, for away back in 1913 she became the pioneer of a group that later was to be so well patronized by the late Amy Lowell. As an Imagist, H. D. aims to present an "image" in words, to produce poetry that is hard and clear, with insistence that "concentration is the very essence of poetry." Certainly she makes images: grotesque and intangible images, but images all the same. Certainly her poetry is hard but it is not always clear. And certainly she concentrates ideas and thoughts and feelings into her verse.

Hilda Doolittle would be as impossible as most intellectual women with Grecian affinities, if it were not for her universality of emotion. Her inclination does not draw her to a beautiful thing as a thing, but rather to beauty as a separate entity. She loves not certain men or women or children, but manhood and womanhood and childhood. This extensiveness of her love explains the impersonal, aloof note which she injects into her "cold beauty.'"

The opinions of Louis Untermeyer and the late Amy Lowell are worth while. The former says, "Her poems are like a set of Tanagra figurines. Here, at first glance, the effect is chilling—beauty seems held in a frozen gesture. But it is in this very fixation of light, color and emotion that she achieves intensity." The judgment expresses H. D. perfectly: beauty held in a frozen gesture—and intensity. Amy Lowell said, "The 'new beauty' which H. D. is to make is not that of wind-tortured places. Her's is an art of balance, or repose, of mellowness and charm. H. D. is a great artist." That's that!

But what of "Heliodora?" Simply this: "Heliodora" is a collection of Hilda's representative poems. The criticisms presented above can be applied to each of the verses separately, or to the whole lot collectively, just as you prefer, but in either case the final opinion of Hilda Doolittle will be the same: she is a great artist.

—LOUIS LEE, '26

SIMPLE BUT PLEASING

What a pleasure and what a satisfaction after having suffered the reign of the modern tendency which has somehow deluged contemporary poetry, to find that some old standard verse is still being written. Poetical experiments have been indulged in, metrical fads and fancies have adorned the front pages of reviews, and volumes of ultra-modern verse, that cold and impersonal category of lifeless photography, have had their day. All have been relegated to oblivion. There still lives real poetry, and we are more pleased to find that such poetry is being constantly written and published in a very timely and convenient magazine called VERSE. This periodical is nothing more than a quarterly review of verse and contains contributions from professional and amateur poets.

Aside from being filled with good verse there is also poetry of the lighter vein. A few carefully written reviews of current volumes of verse also lend to the value of the magazine. Add to this verse of a humorous type, verse that has been appearing in various magazines of poetry, college poetry, and humorous college verse, and you have one of the most unique magazines of verse published. And the best part about the thing is that one can read it through and enjoy it, not having to worry about symbolism, Freudian psychology, or Futurism, to interpret any queerly thought or queerly wrought verse.

ON THE SANDS OF CONEY

Neil Boyton, S. J.
(Benziger Bros. N. Y. $1.25)

Here is a child's book carrying an irresistible appeal to the young. Essentially a story of fun and adventure of a group of boys ranging from ten to twelve years of age the book yet manages to ingratiate itself into the interest of those far past their youthful days and restore the thread of memories presumed long since to have died.

Father Boyton has interpreted remarkably well the spirit of restless activity and search for fun so paramount among American children and to his pages he has given an air of such enthusiastic joy that they break down the barriers of age and make of men just "grown up boys."

The thread of the story of Good Turn Dailey and his friends is quite simply woven, being merely the recording of a number of adventures and gay pastimes enjoyed by the young adventurers in an amusement park owned by Cap Dailey on the sands of Coney Island. Good Turn and his comrades enter with typical youthful enthusiasm into the various sports and exciting occurrences of the summer season at Killgloom Park and manage to spend a very enjoyable summer. Their behavior is simply that of pleasure seeking, fun loving boys but each member of the "gang" is a distinct American type and lives up to a characterization that is as unique as it is true to psychological study of young America. There is a certain undercurrent of religious sentiment in this book which makes a very durable impression without in the least protruding itself into the stream of the story.

Father Boyton seems to be teaching a lesson by suggesting while avoiding even the slightest hint of preaching.

For a juvenile book "On the Sands of Coney" rises to an especially gripping climax. Killgloom Park is destroyed by fire and Good Turn performs a wonderfully heroic act in saving his father's life.

This particular portion of the book is bound to make an indelible impression upon any young reader. It is a fitting conclusion to an altogether satisfying story and should aid materially in making this book a universal favorite among children.

—ALBERT FARRELL, '26

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Sports

RAYMOND ARATA

ELTON LAWLESS

SAINTS 45—POETS 6
By Ray Arata

On October 3, Saint Mary's Varsity made its 1925 debut at Ewing field against Whittier College. A large crowd turned out to "get a line" on what Madigan had in store for the present season. However, Slip kept a tight string on his "bag of tricks" and the team played under cover during the entire contest.

The Whittier Poets, combining a stubborn defense with a fair offense, were able to hold the score at 12 to 6 for the first half. When the second half commenced with Dutch Conlan at the helm, there was a different Saint Mary's varsity on the gridiron. The players began to "warm up to their work," and it was not long before the Poets wished they were back once more beneath their southern sun. First Underhill would sprint around end, then Rooney would go off tackle, then a pass from Conlan to Underhill, a plunge by Kasperowics, these were the factors that meant disaster for Whittier.

The most interesting part of the game was the fourth quarter. At this time, Madigan, desirous of giving his reserves the benefit of some actual experience, sent his "pony backfield" in the fray. The principals of this combination were Gannon at quarter, Smith and Merrick as halves, Kasperowics and Muldoon, fullbacks. How they rode 'em! So effectively did they perform, that spectators began to doubt that it was not the real "first string" varsity backfield in disguise. "Cowboy" Smith nearly carried off the honors of the day. Time and again he would gain 29 or 30 yards around end or through tackle, shaking off tackle after tackle; the Whittier Poets were pursuing him like hounds of the chase after the fox, but "Smitty" out-winded them. When the contest came to an end the score-board read Saint Mary's 45, Whittier 6. The touchdowns were made by Bettencourt, Underhill 2, Conlan, Gannon, Smith and Merrick. Dutch Conlon's educated toe was responsible for the three goals after the touchdowns.

The game itself was interesting from a Saint Mary's stand-point, as it gave a fair indication of the Varsity's potentiality. Rooney was punting high and far. Bettencourt picked up a fumbled ball and ran for a touchdown. Jimmy Underhill demonstrated remarkable ability at catching passes and running with the ball; Jimmy made one of the prettiest one-hand catches the writer ever hopes to see. The line playing of Bettencourt, Nelson, O'Rourke and Watson was spectacular. The most important feature of the game, however, was the showing of the reserves; no longer does Madigan have to worry about reserve strength with such men as Tobin, Smith, Gannon, Kasperowics, Merrick and Muldoon ready to go into the fray at any moment.

Sad to say, the game was not without its casualities. Both "Red" Strader and Jack Scarlett were forced to leave the game because of injuries. "Red" injured his shoulder early in the game and did not have a chance to "get going." Jack Scarlett suffered a leg injury in the fourth quarter after intercepting a pass. It is the consensus of opinion that Jack will not be able to play any more football this year. This is a great set-back as Scarlett was playing a "whale of a game and had all the "ear-marks" of becoming the foremost end on the Pacific Coast.

NORMAN "RED" STRADER

"Red" Strader came to Saint Mary's College in the fall of 1922 from Modesto High School. He was a star Rugby player while in high school, but had never had much experience in American football. To use "Red's" own words, "he was as green as a pea." However, his fight and determination to make good soon won him recognition.

"Red" received his first chance in the California game of 1922, when Clarence Lane, the regular fullback broke two ribs and had to retire. Strader immediately proceeded to show everyone how a line should be bucked, and from that time "Red" has never been displaced from the first team. He is a tower of strength, both on offense and defense, and none can compare with him in running interference.

Last year, "Red" was honored with the captaincy of the team. He immediately justified this choice by making more yards from scrimmage than any other backfield man on the Pacific Coast, totaling in all some odd 1400 yards. For his great work, "Red" was given the premier distinction of being placed on Walter Camp's All-American Team, the highest honor a football player can receive.

At the commencement of this year, for the first time in his career, "Red" was injured. In the Whittier game he hurt his shoulder. For a time, it was thought that it might be broken, but an X-ray showed only torn muscles. He was kept out of the California Aggie game to give his shoulder a chance to mend, and now he once more back in uniform, "raring to go." This is his last year in inter collegiate football and more than likely to be his best.

On and off the field, "Red" is a perfect gentleman. He is one of the most popular fellows on the campus, with always a smile and good word for others. He is ever ready to help those who need it, and is a splendid model. He has the distinction of being all of these things: a superb football player, a good student, and a cultured gentleman.

SAINTS TROUNCE AGGIES

On Saturday, October 10, the Saint Mary's varsity journeyed to Sacramento to take on the Davis Farmers. The game proved to be a tough one, harder than most of the Saint Mary's supporters had expected. Especially was this so in the first half, when the Saint Mary's backs failed to function in their usual manner.

The Aggies kicked off to Rooney who ran the ball back to the 25 yard line. After three attempted line plays, the Saints were forced to kick. The punt was blocked, and although the Saints recovered the ball was given to the Aggies on our 20 yard line. The Aggies failed to gain from scrimmage, but completed a place kick for the first score of the game. On the following kick-off, Rooney ran the ball back to the Aggies 40 yard line, and the very next play, a pass from Rooney to Underhill netted a touchdown. A few moments later Frankain went over with the second Saint touchdown. The Aggies scored twice more in the first half, on two Saint fumbles, getting a field goal and a touchdown, making the score 13-12 in their favor.

In the second half the Saints came back determined to show their rivals how the Notre Dame shift looked, and succeeeded fairly well in doing so. The half was but a few minutes old when Grant went over for a touchdown. After that, the Aggies defense broke down entirely, and the Saints backs gained almost at will. Many of the reserves were sent into the fray, and it was hard to distinguish them from the regulars, because of the dash and speed they showed. The game ended with the score 32-13 in favor of the Saints.

BASEBALL MEMOIRS

Now that the Pittsburgh Pirates have proven to baseball fans that they are the undisputed champions of the world, some of the older and closer admirers of the great game are wondering if the recent championship games excelled those of former days. People at the last world's series witnessed some classy fielding exhibitions, but in those of former days, particularly in 1915 during the Boston-Philadelphia world's series, the fielding in each game furnished enough thrills and excitement to make the contest the most famous in the history of baseball. Errors were not so frequent as they were in the recent games or were they more costly. It is to the development of the ball that many scribes attribute Washington's loss.

A world's series has always attracted wide attention at Saint Mary's, not because baseball is considered her major sport, but because many of her own players have reached great places in the big show. We will only have to bring to mind the famous Boston-Philadelphia games in 1915. There were five products of the Saint Mary's Phoenix on these teams playing at the same time in this world's series. Dutch Leonard, Harry Hooper and Duffy Lewis were with the Red Sox playing against their former teammates Eddie Burns, the Athletics' great catcher, and Joe Oescheger.

The great Mails, also a former product of Saint Mary's, was almost directly responsible for Cleveland's sensational finish in the American League in 1920 when he won seven straight games for the Indians and gave his team the right to meet Cincinnatti in the world's series. He won one game and was credited with a win in another through relief work. This is the last time a Saint Mary's product has appeared in a world's series, although there are still a few major-leaguers claiming Saint Mary's as their Alma Mater.

—A HOUSE, '27

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CAMPAIGN ITEMS

FOOTBALL AND THE COLLEGE

By EDWARD P. MADIGAN

(Football Coach of Saint Mary's College)

The president of the greatest corporation in the country and the owner of the small corner grocery have one thing in common; they believe in securing both the good will and the interest of prospective purchasers. The means they employ, while differing in scope and in method, are basically the same. Some people describe the means by the word advertising, some favor the expression publicity, while during the World War the caption propaganda was used. In the last analysis it all amounts to the same thing: it is simply selling the idea to the people.

Now I believe that a successful football team is the greatest advertising medium that can be given to any college. Do not misunderstand me in this regard; I do not believe that athletics should be stressed at the expense of scholarship, for I have been a college instructor and I hold in high regard the ideals of education. Neither do I hold that students should enter a college because of its athletic attainments. But I do believe that a good football Varsity can bring a school from obscurity into prominence, and that athletics, properly regulated and directed to right ends, can serve to increase the enrollment at any institution.

My Alma Mater, Notre Dame, owes a debt to her Varsities, for her teams have kept her name before the public in all sections of this country. Her alumni have been brought into closer touch with the institution, her campaigns have been aided, and her registration has increased, largely on account of the consistency in winning of Knute Rockne's elevens.

At the new Saint Mary's College we will have possibilities for the development of football teams, possibilities that are sadly lacking at present. There is no reason why Saint Mary's should relinquish the place she has won in Pacific Coast football, and there is every reason to suppose that in the future our team will be better than ever. We have a splendid group of football players; many of them are among the leading students in the college; and all of them do satisfactory work and show that in their character and influence on their fellows they have profited well by the example of the Christian Brothers.

Although an alumnus of Notre Dame, I feel that my allegiance is now due to Saint Mary's. I have fallen under the spirit of the college, a spirit that demands unwavering loyalty. If I, who came to Saint Mary's four and a half years ago a stranger, feel this way towards the institution, I feel certain that the Saint Mary's graduates must possess a wonderful sense of loyalty and service. I have no doubt, no fear, of the success of the campaign and I am planning to start the 1926 practice season on our own ideal field at the New and Greater Saint Mary's.

WHAT THEY SAY ABOUT THE NEW SAINT MARY'S

OLIVER KEHRLEIN, chairman of the East Bay committee, in an address before Oakland business and professional leaders:

"Saint Mary's College cannot stand still. It must progress. It must meet the needs and the demands of a rapidly growing West. The logical progress leads along the plans for the construction of thirteen buildings at a cost of $3,000,000 on a 255 acre tract facing the Foothill Boulevard.

"The development of another great college is the kind of a monument that Oakland and California want. A careful consideration of the needs and the possible sources of revenue demonstrates forcibly that a campaign forms the logical plan of achievement."

* * * *

JUDGE WILLIAM J. HENNESSEY, municipal court judge, addressing East Bay business leaders:

"Wayward youth forms the most important problem before the people of California and the nation today.

"Wayward youths fill our courts; they bring sorrow into the homes of their parents, and their numbers grow constantly.

"Saint Mary's College in offering to build a new collegiate home and in offering to extend its opportunities of character building to increasing numbers of youth merits our fullest support."

* * * *

WILLIAM CAVALIER, broker, addressing East Bay leaders said:

"Civic consciousness is determined by a community's churches and schools.

"As a non-Catholic, I recognize that the building of a new Saint Mary's is a state and a community rather than a Catholic problem. The States and cities grow better as they provide greater facilities for education and culture.

"Saint Mary's College in proposing to build a new collegiate home is doing a job well worth while. The campaign for funds, which is to be extended throughout California, deserves support."

* * * *

AL LAVENSON, one of the owners of Capwell's, speaking in the Oakland business men's meeting:

"A definite obligation to aid in the building of a new Saint Mary's College falls upon the absentee owners of East Bay business and manufacturing companies. Seventy-five per cent of the financial resources of Oakland business rests in the hands of absentee owners, who have a very definite obligation. The chain stores and business houses, particularly should be required to meet their obligations in a civic project such as Saint Mary's."

* * * *

LEON KUTNER, San Francisco financier and philanthropist, addressing Saint Mary's alumni, said:

"Saint Mary's College represents to Catholicism the keystone of Catholicism in California.

"Let us build the finest Catholic university in America because we are entitled to it.

"As a non-Catholic, I recognize that Catholics and non-Catholics know that 700 students in Saint Mary's College mean 700 better citizens."

* * * *

JAMES DUFFY, general passenger agent, Santa Fe Railway, Los Angeles, in a letter to building campaign headquarters:

"You may depend upon me for the fullest measure of my support in carrying the Saint Mary's campaign to a success in Southern California."

THE BULLETIN CONTEST

By G. MARTIN

Whenever there is such a thing as a campaign for money every possible means of raising funds is looked into and tried. The Saint Mary's Campaign for a new College is at present occupying the mind of every loyal Saint Mary's man. In such a drive as this, there are a number of expenses, which in the aggregate amount to quite a sum, and it was for the purpose of meeting this expense account that Saint Mary's decided to enter the Bulletin Home and Auto Contest. They decided to use a man as their Candidate who is known from one end of the country to the other, loved by those who know him and respected by those who have not been fortunate enough to make his acquaintance. This man is no other than our own Brother Agnon.

The prizes offered by the Bulletin are well worth working for. The first prize is a $13,500 home, the second an $8,500 home and the other eight prizes are automobiles, ranging from $5,000 to $1,000. The idea behind the contest is, of course, to get subscriptions for the Bulletin. And for each subscription there is given a corresponding number of votes. We are not asking for donations when we ask for a subscription because the Bulletin is one of the leading newspapers around the bay section and the people who take subscriptions will get full value in return.

We have a good chance to win the first prize, if every man in the College will get in and work. The prize, if won, will help materially to defray the expense of the new College drive and it will be appreciated by Saint Mary's and by Brother Agnon in particular because his whole heart and soul is in the Campaign for the new College.

OFFICIAL ACT OF ALUMNI

"Complete Responsibility."

Those are the words employed by the Alumni Association of Saint Mary's College in accepting "complete responsibility" for the statewide campaign to raise $1,500,000 of the building funds for the new Saint Mary's College.

In its resolution to the above effect the Alumni Association decided upon the following points. That, since the Christian Brothers have outgrown their site at the present Saint Mary's and must necessarily solicit funds toward the total sum of $3,000,000 which a new college will cost, the Association resolved that whole-hearted support and approbation of the Alumni would be extended to the Brothers, and that the Alumni would consider it a privilege to be allowed to assume "Complete Responsibility" for the successful culmination of the campaign.

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On and Off the Campus

ANDREW B. HOUSE HAROLD WILLIAMS

COLLEGE GLEE CLUB NOW ADMITTING A FEW DAY SCHOLARS

With the organization of the College Glee Club practically perfected, Brother Henry has deemed it advisable to allow some of the day scholars to enter. Now that the choir of resident members has been selected, the ban on day scholars has been lifted, and those wishing to go in for the other work of the College Glee Club can now do so.

However, the total membership of the College Glee Club is to be limited to fifty, so those wishing to join will probably have to put their names on a waiting list, as the quota is now practically filled. Due to the high quality of the work to be done it is posible that some of those now in the College Glee Club will be displaced by others with better voices, so it is advisable for aspiring singers to try out immediately.

BROTHER JASPER

Brother Jasper, some years since head of the Department of Philosophy at Saint Mary's, is now principal of Saint Peter's School in San Francisco. He looks in at the College quite frequently to renew old academic associations. Brother Jasper is at present keenly interested in the erection of the Yorke Memorial High School in the transbay city.

EDITOR OF "AMERICA" VISITS THE COLLEGE

The College was recently honored with a visit from the distinguished teacher and writer, the Reverend Richard Tierney, S. J., who for the last twelve years has been editor of the Catholic weekly, AMERICA. It is a source of regret to many of the students that the state of Father Tierney's health made it impossible for him to give the Saint Mary's men an inspirational talk.

THE TRAFFIC COMMITTEE

Jerry Martin, Andrew House, and James Duffy, members of the commitee drafting plans for the transportation of the Saint Mary's rooting section to Los Angeles, on December 12th for the U. S. C. game, have collected an invaluable amount of information pertaining to modes of transportation, and at some future meeting of the Associated Students the entire affair will be placed before them for discussion.

BROTHER LEO LECTURES

On the evening of October 8, Brother Leo gave a lecture at the Knights of Columbus Hall in San Francisco for the benefit of the Yorke Memorial High School. The discourse was given under the auspices of Saint Peter's Church.

The lecture, entitled "Mid Pleasures and Palaces," dealt with the prominent items of cities and towns in Continental Europe and the British Isles, and brought in the literary associations connected with them. Brother Leo first described the former estate of Hugh Walpole at Strawberry Hill in Twickenham. He spent some time in describing the little town of Stratford where Shakespeare lived and wrote. A mental visit was made also to Trinity College, Dublin, and to Edinburgh, and to the far-off Venice.

Brother Leo delighted his audience with vivid and interesting descriptions, charmed them with tales of great literary men associated with the places he told of, and entertained them with an occasional piece of humor.

LOOK ! ! ! ! !

Frank MacDonald, manager of the Co-operative Book Store, has announced the purchase of several dozen pennants and novelty pillow covers bearing the red and blue colors of Saint Mary's in artistic designs.

The new emblems are of the latest creation and possess a marked distinction in beauty and style over those previously sold at the store. Some of the new patterns in the pennants contain the word "Saints" written out with the initials "S. M. C." carefully designed in the uppermost corner. Still others contain the College seal, a new innovation, with "Saint Mary's" written out, and with either blue or red letters. The colors are beautiful, and "Mac" says they will not last long, judging from the orders already received for them. See them on display next week at the Co-op Store.

NEW CHAPLAIN AT NEWMAN CLUB

The Reverend James P. Towey, C. S. P. has been succeeded as chaplain of the Newman Club at the University of California. For many years this organization of Catholic students at the university has been sponsored by Father Towey; and he has done remarkable work, has won many friends, and has brought the club into a state of prosperity.

The man who will occupy Father Towey's place at the Newman Club is Reverend Theodore Petersen, C. S. P. Father Petersen comes to Berkeley from Washington, D. C. He is noted as a student of the Bible, an artist and a scholar.

STUDENTS HOLD RETREAT FOR SUCCESS OF CAMPAIGN

A students' retreat was preached by Father Anthony of the Franciscan Retreat House of San Francisco, on October 14-17. The special purpose of the retreat was to invoke God's blessing for the success of the monster campaign to be soon launched for the new Saint Mary's College.

Father Anthony's style of preaching was greatly interesting to the students and the subject matter of his lectures still more so. The titles of the discourses were:

"Pearl of Great Price"

"The Source of All Evil"

"The World's Greatest Educators"

"Come Rack, Come Rope"

"A Paradox"

"Home at Last"

The schedule of the retreat for the four days consisted of Mass in the morning; a discourse at 8 o'clock; another at 2 o'clock; and sermon and benediction at 7 o'clock in the evening. The general intention of the retreat was success in the coming campaign, while a secondary intention was for the success of our football team.

"Revenge is a kind of wild justice."
—FRANCIS BACON.

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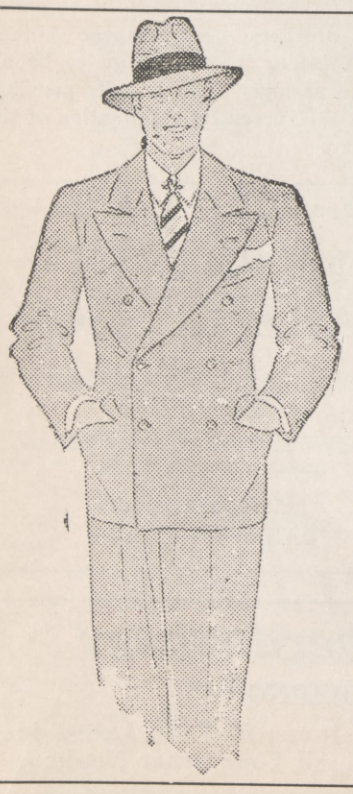

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Alumni

EARL OKERMAN

At the recent meeting of the Alumni Association the following officers were elected: Honorable Thomas J. Lennon, '85, Associate Justice of the Supreme Court of California, president; Edward I. Barry, '07, vice-president; William J. Fitzgerald, '05, secretary-treasurer Reverend Monsignor M. D. Connolly, '78, chaplain. The new Board of Directors are: J. A. Graves '72, F. S. Kelly '79, J. L. Flyn, '01, W. H. Sullivan, '03, D. H. Wynne, '24.

REVEREND WILLIAM DEENEY

The Reverend William Deeney, '90, called at Saint Mary's to say au revoir to Brother Florinus and other friends on the Factulty before taking his departure for Seattle where he is to be in charge of the Jesuit community and assume the presidency of Seattle College.

WILLIAM HOULIHAN

William Houlihan, Bank '22, visited the College a few days ago. Mr. Houlihan is now employed in a bank in Pittsburg, California.

MARION A. ELLIS

Marion A. Ellis, '24, was greatly enthused over the prospects of defeating Caliofrnia in football. He called at the College to discuss next Saturday's game with his friends. Marion has gone in partnership with his father in business and is doing very well.

MARTIN MORONY

News comes from Loyola College, Los Angeles that Mart Morony, ex '26, is first coach of the Loyola High football team. This is the third season that Mart has been mentor for the Loyola High School, and from all indications he is enjoying great success.

PAUL F. KINGSTON

We deeply regret the passing of Paul F. Kingston '79, who died in San Francisco on October 1st. Mr. Kingston was an invalid for the past year, suffering from a paralytic stroke. To his relatives, the faculty and students hereby express their sincere and heartfelt condolence.

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FRUITVALE

HIGH SCHOOL

SAINT MARY'S PREPS DEFEAT ALAMEDA

The Saint Mary's Preps showed their superiority over the Alameda Hi School Eleven by defeating them in a hotly contested battle by the score of 12 to 7.

The Preps outplayed their opponents throughout and showed a marked improvement over their two previous games. The back-field worked in perfect co-ordination and the Silva to Noonan pass was an outstanding feature of the game. Captain Illia's work on the defense was remarkable and we must not forget his excellent line plunging, which added to the Saints' victory. The Preps line deserve a great deal of credit for their consistent efforts in breaking up plays.

DODOS HAVE MEETING

On September 30, the Dodos held their fourth meeting of the year. The purpose of the meeting was to make plans for the initiation of the new senior boarders. A committee of three was appointed by the president to make arrangements for the initiation which will be held on October 26th.

Last year it was noticeable in the Dodo Club that no dues were imposed upon its members, this year the question of dues arose and it was decided at the last meeting that there would not be any dues whatsoever connected with the Senior club.

ALPHA-ROY-OMEGAS TO HAVE PINS

Although the newly organized club is accomplishing much work for the College yet the members have decided that the best way to become known is to have some sort of emblem. The president of the club is very much in favor of it and the students at the College will soon be seeing their class-mates have an occasion to rub the lapel of their coat.

BULLETIN CAMPAIGN IN THE HIGH SCHOOL

Brother Agnon is at present a badly disappointed man. When he entered the Bulletin's $45,000 Home and Auto contest, he exepected the whole-hearted and enthusiastic support of the High School students. He thought they would be willing and eager to work for the future Saint Mary's. But he finds, to his regret, that this is not the case. From almost 250 students about ten subscriptions have been turned in. This is indeed a pitiful showing.

Perhaps the quarterly examination interefered with the work of obtaining subscriptions and votes, but now that these are over there is no excuse for shirking from this work and duty.

Every student should be able to turn in at least one subscription. Think of what that will mean to Brother Agnon and the future Saint Mary's. Each class has its individual campaign leader, he will supply you with the necessary blanks and information. Go to him at the first opportunity, and then set out and perform your duty.

Come on, High School, and show your worth.

—C. TRAVERSE, Ac., '26

PREPS DEFEATED BY STOCKTON HI

Although the Saint Mary's Preps played a good brand of football they were defeated by the Stockton Hi aggregation at the latter's field on Saturday, October 10 by a score of 13 to 0. In the first half neither team made much headway and as a result it was thought that the game would be a tie as in previous years.

In the second half both Saint Mar'ys and Stockton fought hard, but several fumbles by the Preps gave Stockton the breaks which netted them a victory.

Day Dodger: "So we had a campus rally yesterday?"

Cynic: "Yep, in the gym."

Day Dodger: "So, there's going to be a campus drive for the new college?"

Cynic: "Yes, conducted in the class room."

D. D.: "How much are you going to contribute?"

Cynic: "What's left from my allowance each week."

D. D.: "About how much does that average?"

Cynic: "Oh! About five dollars worth of debts."

Collegiate Pun

The great Capablanca was visiting the famous Paderewski one day, and as they were taking tea, the music master turned to his guest and said:

"Oh! Mr. Keppeblenca, you play, don't you?"

"Chess."

* * * *

Arn: "I read in the paper that Henry Ford is going to build a million flivver airships."

Curly: "Maybe that's a step to put the Ford joke on a higher plane."

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GEORGE GOOD, Business Manager

TWENTY-THIRD YEAR

LOUIS V. POMETTA - - EDITOR

GEORGE B. PALMER - ASSISTANT EDITOR

EDITORIALS

WHERE DUTY LIES

Saint Mary's College needs a helping hand. It needs your aid and my aid in building a new collegiate home.

This great institution which tugs on the heart strings of every student and alumnus and which has sent great men into every walk of life stands face to face with a grave economic problem.

It must grow. It must develop. It must carry the burden thrust upon its shoulders by a rapidly growing West. It must progress or pass to an ignominious death, just when it is most sorely needed.

The "old brick pile," our collegiate home since 1889 is worn out. Too small, too old, and too badly worn, it must be supplanted by a new Saint Mary's College.

Our noble and ever-sacrificing friends, the Christian Brothers have undertaken to build a new college on a tract of 255 acres, an ideal site in a picturesque tract facing Foothill boulevard in East Oakland. They plan to build thirteen magnificent buildings, a spacious athletic stadium and a Greek theatre at a cost of $3,000,000. Half of this amount they propose to raise by public subscriptions throughout California.

Too conservative, you may say. It may seem so when you consider the costs of building the universities of California and Stanford. But the plans will be carried forward with the greatest economy and the new Saint Mary's College will represent a value far in excess of the actual cost.

My Duty? What is it?

Let every student answer. Let every alumnus answer. Propound the question to every friend of education, every resident and business house of the San Francisco bay district and to every Californian.

The project is worthy. Saint Mary's for 62 years has built character. It has provided an education that is VITAL rather than casual. It has made better men, better citizens and better Catholics.

It has struggled forward under the kindly guidance of the Christian Brothers acting with a mere pittance--nothing more than the revenue from the nominal tuition costs. Now through dire necessity, Saint Mary's must build anew. It must build to serve the needs of a growing West. It must grow so that it can meet adequately the demands of the students who can not gain admittance because old Saint Mary's has no room for them. It must grow so that it may produce Catholic leaders and nobler citizens.

As a student my duty is perhaps a humble one, considered in relation to my ability to subscribe money. I will be given three years, however, in which to pay, so that the burden should not prove too weighty. If I seek comparisons I will find that the ten thousand students of the University of Minnesota subscribed $665,000 in a student campaign on the campus. My greatest duty as a student, however, is to get into the highways and the by-ways and carry the message of Saint Mary's. Mine is a duty of sending copies of this "Collegian" and of writting letters to every prospective giver on the needs of Saint Mary's.

It is to be remembered that we students, in the intensive campaign now under way, will serve as an example for the alumni and the residents of California in their contributions to the new Saint Mary's. Let us be generous!

It is difficult to discuss intimately the factors and elements creating the duty to aid Saint Mary's that rest upon the alumni, the Catholics of California and the public.

There is this consideration, however: Most of our lives, our efforts and our attention are devoted to superficial things. The campaign for a new Saint Mary's College is worthy of support and liberal contributions in keeping with the ideals that crown our hearts and minds. For once let us be idealistic in this project and put aside every mental argument that stands in the way of our purest, noblest thoughts of helping.

ARE YOU WRITING?

If you are interested in statistics, you might profitably keep an account of the number of writers who contribute regularly to The Collegian. You would be surprised to find that not more than fifty students have contributed articles during the first quarter. If fifty men wrote regularly during each quarter, the end of the year would find approximately 200 out of the 375 members of the College represented in print. But the difficulty is, that for each quarter it is usually the same 50 men who do the work! So your statistics would not be so significant after all.

Of course, in scarcity of numbers lies superior quality, but our ideal of quality can well be sacrificed in order to develop another fundamental purpose of The Collegian: to encourage creative literary work among the students. We do not mean "certain students," we mean "all students."

There are many men who have no inclination to write. We pity and excuse them. There are some who can write but do not. We must stimulate them. And there are those who would like to write but who are lacking in sufficient self-confidence. We must encourage them.

We can best stimulate the procrastinators by pointing out the practical advantages of writing. If that means nothing to them, we might make use of the universal human craving for praise. If this last fails, we will have to appeal to his mercy; and to his sense of duty—for we all have a sense of duty!

Now for the shy boys. Some of our greatest men have been lacking in boldness—the kind of men who will suffer insult rather than discommode others. They are hard to deal with because they are retiring, and shy college boys are hard to deal with on the same score. But once the reserve is penetrated—and the penetration is usually made with a good word or a pat on the back—these same shy boys will turn world beaters. There are men of this type at Saint Mary's, and it is these we would like to encourage and help. If YOU happen to discover any of these unpretentious pretenders, approach him with a good suggestion: "The Collegian is asking for student literary work. Why not try your hand at a short story, or a review, or a criticism, or a poem?"

Why, you might be unearthing a genius!

DR. CRANE ON CHILDREN

Some time ago Dr. Crane reported a new theatrical edition of "Uncle Tom's Cabin" in the San Francisco Call. He mentions the contrast between the situations of many tragic classics with the modern tendency to finish everything with a happy conclusion. He says in part, "But we forget that children love scenes of blood. They like to have people's heads chopped off and nothing short of plenty of gore seems to satisfy the infantile mind. . . . They enjoy it when the wolf in 'Little Red Riding Hood' springs up and devours the heroine."

Dr. Crane has either failed to diagnose the outward manifestations of children hearing "Red Riding Hood" or else he has been taking observations upon unusual children. There are boys who will become exultant over a good bloody fist-fight or a battle of pirates, but it is not the spilling of blood that gives them enjoyment. It is the principles of action and hero-worship—these two things always appeal to youngsters and frequently to older persons. As for poor Red Riding Hood, we personally were much put out when we first heard of the boldness of that treacherous wolf, and so was the rest of the young crowd that heard the story with us. There is no doubt that more children feel sorry and cry when the wolf kills Red Riding Hood than "enjoy" the situation.

Another consideration shows that children are greatly impressed by horrors. Witness the old school bully or a tragic battle or a ghastly tale of murder; in any case, a child might be awe-stricken and deeply impressed, but he would not derive much genuine enjoyment. Dr. Crane may have confused this impressionability of youngsters with a real satisfaction, and hence his inaccurate statement.

Our purpose in criticising this article by Dr. Crane is not to poke fun or contradiction at a man of reputation, but rather to safeguard against a mistaken notion. Our children do not, and never will enjoy scenes of child murder; they do not require plenty of gore to satisfy them; and they do not like to see people's heads chopped off!

ANONYMOUS COMMUNICATIONS

We hoped that The Collegian would be free from the tiresome necessity of dealing with anonymous communications, but our hopes were futile. Some very useful information was derived from a letter recently received from "An Old Friend" who apparently has not an adequate control of the use of grammatical person. We are thankful to the writer but the policy of The Collegian does not permit us to reply publicly to the communications of persons unwilling to reveal their identity, even though they are old friends.

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